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E-U's "Forward Look For 1956"

By JAY L. SMITH

The FILM DAILY'S annual Filmdom's Famous Fives national critics' poll for 1955, has just been released, and a few surprises appear in the long list of poll winners. Ernest Borgnine, who turned in such a memorable performance in "Marty" headed the list of male performers, nosing out the late James Dean, who recently topped the COMPO Audience Awards poll. However, critics and public were unanimous in their choice of Jennifer Jones as top feminine star of the year for her work in "Love Is A Many Splendored Thing."

By company, the FILM DAILY Poll gives Warner Bros. 14 citations to lead the list, closely followed by Metro-Goldwyn-Mayer with 12. These are followed by United Artists with 7, Paramount with 6, 20th-Fox with 5, Universal with 2, DCA with 2, Buena Vista with 1, and Daiei (Japan), 1.

The following is the complete list of the FAMOUS FIVES.

Best Performances by Male Star

Ernest Borgnine as Marty Pilletti in United Artists' "Marty"; **James Dean** as Cal Trask in Warner Bros.' "East of Eden"; **Henry Fonda** as Mister Roberts in Warner Bros.' "Mister Roberts"; **James Cagney** as Marty Snyder in Metro's "Love Me or Leave Me"; **Spencer Tracy** as John J. MacCreedy in Metro's "Bad Day at Black Rock."

Best Performances by Female Star

Jennifer Jones as Han Suyin in 20th Fox's "Love Is A Many-Splendored Thing"; **Katharine Hepburn** as Jane Hudson in United Artists' "Summertime"; **Doris Day** as Ruth Etting in Metro's "Love Me or Leave Me"; **Julie Harris** as Sally Bowles in DCA's "I Am A Camera." **Betsy Blair** as Clara in United Artists' "Marty."

(*Continued on Page 2*)

Perry Announces 'Feldman Drive' Plottel Lists 12 Top Pictures

Toronto: Highlighting the theme "The Forward Look For '56" and stressing "power packed profit product," Empire-Universal will launch the 6th Annual "Charles J. Feldman Drive" on Sunday, January 1, 1956 and continuing through Saturday, April 28, 1956, it was announced by President A. W. Perry, on his return from the company's week-long Sales Conference at the Universal-International studios.

The announcement of the Feldman Sales Drive climaxed four days of meetings during which (*See FORWARD LOOK Page 7*)

Victoria, Toronto Sold To City Parking

Toronto: Victoria theatre, once the mecca of vaudeville in Toronto, has been sold, to provide room for another downtown parking lot.

The historic theatre at the corner of Richmond St. and Victoria (*See VICTORIA Page 2*)

Happy New Year!

Frank Vaughan Set As Gen. Mgr. Frank Scott Named His Assistant

Toronto: An announcement from Frank Vaughan, General Manager of J. Arthur Rank Film Distributors (Canada) Limited, names Frank L. Scott as his new assistant in the company's Toronto head office.

A member of The Canadian Motion Picture Pioneers, with 25 years of varied experience in film distribution, Frank Scott was the first branch manager in Calgary (*See VAUGHAN Page 2*)

TV Sales Increase

Toronto: The Radio-Television Manufacturers Association announced at Toronto that sales of television sets in October totalled (*See TV SALES Page 2*)

John Davis Reports $10 Million Spent Here

London: John Davis, managing director of the J. Arthur Rank Organization, took the opportunity of describing his organization's worldwide activities at the 21st anniversary dinner to celebrate the founding of the Federation of Scottish Film Societies in Edinburgh recently.

(*See JOHN DAVIS Page 2*)

MGM Week, Feb. 5-11

New York: February 5-11, 1956 has been designated "M-G-M Week" with the goal — "An M-G-M Picture on Every Screen of the World" during those seven days.

(*See MGM WEEK Page 2*)

THE THREE DEUCES, top singing trio, will appear at the Barclay Hotel, Toronto, starting January 2. Left to right, Paul Summerville, Shane Rimmer and Barry Hamilton. Additional story on page eleven.

NEW YEAR'S MESSAGE FROM J. J. FITZGIBBONS, PAGE 7

On the Beam

(Continued from Page 1)

Best Performances by Supporting Actors

Jack Lemmon as Ensign Pulver in Warners Bros.' "Mister Roberts"; **Arthur Kennedy** as Barney Castle in Metro's "Trial"; **David Wayne** as Joe McCall in Metro's "The Tender Trap"; **James Cagney** as the Captain in Warner Bros.' "Mister Roberts"; **William Powell** as Doc in Warner Bros.' "Mister Roberts."

Best Performances by Supporting Actresses

Peggy Lee as Rose Hopkins in Warner Bros.' "Pete Kelly's Blues"; **Jo Van Fleet** as Kate in Warner Bros.' "East of Eden"; **Celeste Holm** as Sylvia Crewes in Metro's "The Tender Trap"; **Katy Jurado** as Chavez in Metro's "Trial"; **Jessie R. Landis** as Mrs. Stevens in Paramount's "To Catch a Thief."

Best Performances by Juvenile Actors

Tim Hovey as Cadet Thomas "Tiger" Flaherty in Universal's "The Private War of Major Benson"; **Raphael Compos** as Angel Chavez in Metro's "Trial"; **Tim Considine** as Cadet Sergeant Hibler in Universal's "The Private War of Major Benson"; **Sal Mineo** as Plato in Warner Bros.' "Rebel Without A Cause"; **Richard Eyer** as Ralphie Hilliard in Paramount's "The Desperate Hours."

Best Performances by Juvenile Actresses

Natalie Wood as Judy in Warner Bros.' "Rebel Without A Cause"; **Lois Smith** as Ann in Warner Bros.' "East of Eden." **Linda Bennett** as Little Madeline Foy in Paramount's "Seven Little Foys"; **Susan Strassberg** as Sue Brett in Metro's "The Cobweb"; **Angela Clarke** as Clara in Paramount's "Seven Little Foys."

"Finds of the Year"

James Dean in Warner Bros.' "East of Eden"; **Ernest Borgnine** in United Artists' "Marty"; **Fess Parker** in Buena Vista's "Davy Crockett"; **Julie Harris** in DCA's "I Am A Camera"; **Dana Wynter** in 20th-Fox's "The View From Pompeys Head."

Year's Outstanding Directors

Delbert Mann for United Artists' "Marty"; **Elia Kazan** for Warner Bros.' "East of Eden"; **Richard Brooks** for Metro's "Blackboard Jungle"; **John Sturges** for Metro's "Bad Day at Black Rock"; **John Ford** and **Mervyn Leroy** for Warner Bros.' "Mister Roberts."

Best Photographed Pictures

"Gate of Hell" by Kohei Sugiyama for Harrison and Davidson. (Picture was produced in Japan by Daiei); **"Summertime"** by Jack Hildyard for United Artists: **"Strategic Air Command"** by William Daniels for Paramount; **"To Catch a Thief"** by Robert Burks for Paramount; **"Love Is A Many Splendored Thing"** by Leon Shamroy for 20th-Fox.

Best Screenplays of the Year

"Marty" by Paddy Chayefsky for United Artists; **"A Man Called Peter"** by Eleanore Griffin for 20th-Fox; **"Mr. Roberts"** by Frank Nugent and Joshua Logan for Warner Bros.; **"The 7 Year Itch"** by Billy Wilder and George Axelrod for 20th-Fox; **"Blackboard Jungle,"** by Richard Brooks for Metro.

MGM WEEK

(Continued from Page 1)

The event, unique in size and scope, will give exhibitors all over the world, including Canada, the opportunity to salute M-G-M on the occasion of the M-G-M World-Wide Hollywood Conference, with which it coincides.

The Conference, jointly hosted by Arthur M. Loew, president of Loew's International Corporation, and Dore Schary, M-G-M Studios production head, is the first global meeting of its kind ever held in Hollywood.

The week's agenda will include sales meetings and screenings of new product. In addition there will be sessions at which the assembled M-G-M film-sellers will meet with M-G-M film-makers for mutual exchange of ideas, viewpoints and problems. Producers, directors, stars and technicians will participate in these latter meetings.

TV SALES

(Continued from Page 1)

111,295, with a value of $33,483,834, compared with 91,374 sets and $31,310,942 for the same month last year. In the first 10 months of the year the industry sold 575,639 sets, valued at $174,492,194, against 436,701 sets and $151,690,768 for the comparable period of 1954.

O'Brien, Pembroke

Pembroke: Russ Simpson, formerly Canadian Paramount branch manager at Toronto before becoming supervising manager of the Ottawa Valley Amusement Co., has announced the completion of the remodelling project for the O'Brien at Pembroke, one of the five units of the circuit.

VICTORIA

(Continued from Page 1)

St. has been acquired by W. Bernard Herman of City Parking Ltd. from Famous Players Canadian Corp. Sale price was undisclosed.

Built in 1909 by the Shea interests of Buffalo and opened the following year, the Victoria in its early years was headquarters for two-a-day stage shows.

In has been used as a movie house and legitimate theatre. The Victoria has been occupied by stock companies, and during the depression it was turned into an indoor miniature golf course and archery range.

During the war the Canadian army show and the Canadian navy's "Meet the Navy" were produced on its stage. Renovated after the war, the Victoria was operated for some years by Famous Players as a film house but was closed permanently a couple of years ago.

Mr. Herman said the site would provide approximately 100 parking spaces or possibly 200 in a double deck structure.

JOHN DAVIS

(Continued from Page 1)

He revealed that the best British films are today taking as much money at the box-office in Canada as the best American films. To obtain the screening of British films in Canada, theatres were built there at a cost of 10 million dollars, across the road from their American competitors, he said.

Winter Storms Hit Saskatchewan

Winnipeg: Severe winter storms have almost crippled all businesses in the Province of Saskatchewan, and in a good many places in Manitoba. Raging blizzards, reported the worst in the history of Saskatchewan, brought about the complete isolation of many small communities. Hundreds of motorists were stranded at country points, while 70-mile-an-hour winds piled up 12-foot drifts on highways. Two men died in the 42 hour storm.

In a telephone call from Imperial, Sask., they advised that there had been no trains in or out of Imperial for a week, and that telephone lines had only been repaired after being out for several days. Many merchants in the City of Saskatoon did not even open their doors on Tuesday, Dec. 13 — in fact, they could not even get to their doors to open them. Results of the day's take in Saskatoon and Regina Theatres stunned officials by their all time low.

VAUGHAN

(Continued from Page 1)

for Monogram. (Forerunner of Eagle-Lion and J. Arthur Rank Film Distributors).

Big, quiet-spoken and with an ever-ready friendly smile, Frank Scott, is widely known and well liked by exhibitors and other members of the industry throughout

FRANK SCOTT, JARO

Western Canada. His extensive knowledge of both 35 mm. and 16 mm. film distribution, exploitation and publicity, makes him a very welcome addition to the Toronto movie scene.

Frank is married with two children and has been an active member of Kiwanis' for many years. He is an ardent sportsman and was at one time light-heavyweight boxing champion of Western Canada. Asked if he always wins an argument, Frank gave a slow smile and said, "I never argue". But taking another look at his broad shoulders we decided he wasn't likely to lose one.

Frank Vaughan at the same time announced that Reginald J. Doddridge was appointed as manager of the company's Calgary branch office.

Now occupying the chair recently vacated by Frank Scott, Reg Doddridge is almost a motion picture institution in Calgary, and a leading figure in the industry circles of Western Canada.

A past President of the Canadian Motion Picture Pioneers (Alberta Division), Reg has a family of three children.

FOR SALE OR RENT

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NEWLY RENOVATED AND REFURNISHED

APPLY

Premier Operating Corporation
72 Carlton Street, Toronto.

Arthur Loew, New Prexy, Loew's Inc.

New York: The Board of Directors of Loew's Inc. elected a new President, Arthur M. Loew at a recent meeting in New York. Mr. Loew succeeds Nicholas M. Schenck, who tendered his own resignation, then strongly urged the selection of Mr. Loew as his successor. Mr. Schenck was elected Chairman of the Board.

Arthur M. Loew, whose father Marcus Loew founded Loew's Inc., has been active in the Metro-Goldwyn-Mayer organization for thirty-five years. As President of Loew's International, which position he will continue to hold, he has supervised the company's film distribution and theatres in all countries outside the United States and Canada.

In addition to the election of a new President, the Loew's Board of Directors voted to increase its membership from eleven to thirteen. The two new members are Arthur M. Loew, and John Lawrence Sullivan.

Lyric Theatre Opens In Saskatchewan

Moosomin: Modern new theatre at Moosomin, Sask., is the Lyric, owned by Lloyd Bradley. House has an auditorium 90 by 40 feet, a parabolic floor, a balcony to seat 50 and boasts one of the widest screens in western Canada. A cry room is equipped with electric bottle warmers. Admission on opening night, Dec. 12, was $1, with proceeds being divided between the town's five churches. Mr. Bradley, who is mayor of Moosomin, bought the Lyric in 1945.

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From Grand Prairie
To Granby
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Across the Country

Toronto

Announcement is made of the appointment by Famous Players of Charles Perrie, 35-year-old native of Scotland, as manager of the Regent Theatre, Brockville, in succession to Leslie E. Mitchell who, after a number of years there, has been transferred to the Capitol Theatre, Welland.

Following 14 years' service in the Royal Navy, Perris came to Canada in 1950 when he started with FPCC as assistant manager at Guelph. After some months at Sudbury he took charge of the Regent at Oshawa last year.

• • •

A well-known Toronto theatre veteran, Manager Harry Roth of the Victory on Spadina Avenue, found himself in Western General Hospital Dec. 12 with a head injury after being attacked in the darkened theatre by a thug in what police described as a hold-up attempt. The current feature at the theatre was "Companions of the Night," but Roth thought he was alone until struck down.

• • •

Mel Jolley of the Century Theatre, Hamilton, runs what he called "The Greatest Kids' Show in Town" on Saturday mornings with the direct co-operation of The Spectator for its Junior Press Club. On Dec. 10 the newspaper donated 25 door prizes for the morning show, the screen program including a feature, cartoons and a serial film. Club members are admitted for 15 cents, which is five cents less than the admission for non-members.

• • •

In co-operation with Assumption College, District Manager Eugene Fitzgibbons and Manager Leo Lefave booked a concert of the Vienna Choir Boys, featuring an all-Mozart program, into the Capitol Theatre, Windsor, for Sunday night, December 11, as part of the Christian Culture series.

Vancouver

The Sunday Sports Plebiscite held at the annual civic election was passed by a big majority. Now the Sunday movie question is a live one out this way.

• • •

In the annual election of officers of the projection union, 348, A. E. McManus of the Dominion was elected President; Hank Leslie, vice-president; Les. Walker, Business Agent; Secretary George Thrift; Treasurer Frank Smith, Sr.; Recording Secretary Don Foli of the Studio, and member-at-large, Ernest Kerr of the Bay Theatre. Delegates to the convention were Les Walker, Ab. McCartney and Frank Smith.

• • •

Steve Allen, manager of the Odeon in Haney, a Fraser Valley town, promoted three and one-half pages in the Maple Ridge-Pitt Meadows Gazette on "Marty," coming attractions and Odeon Theatre gift books.

Prairies

Rex and Grand theatres in Regina have instituted a ten-week Elmer the Elephant safety campaign. Children are encouraged to learn five simple road safety rules. Elmer badges and prizes, including a bicycle, will be given away at the Saturday matinees.

Winnipeg

Famous Players switched its "Art" picture policy from the Osborne Theatre to the Gaiety Theatre in Winnipeg. The Osborne will revert to a "neighborhood" policy. Famous feel that the Gaiety will draw larger crowds because of its central location. First film under the new Gaiety policy was Walt Disney's African Lion, starting Dec. 23rd, followed by The Coldlitz Story, the ballet version of Romeo and Juliet starring the Russian prima ballerina Galina Ulanova, The Bed, The Great Adventure, and others.

Ottawa Foto-Nite

Ottawa: With the jackpot now over the $4,000 mark in cash and merchandise, the weekly Foto-Nite project now in operation at six downtown and neighborhood theatres is becoming somewhat top-heavy. Several letters to the editors of the Ottawa Evening Journal carry the general complaint that the one name drawn among the many thousands on the card index at each theatre makes the contest too long drawn-out. Manager Frank Gallop of the Centre Theatre, who supervises Foto-Nite draws in the Ottawa area, is in sympathy with the letter-writers and plans changes in declaring the winner. From now on the winning names will be increased each week by one whenever previous patrons were not present in person or failed to sign an attendance card.

Three names will be called this week and one more will be added each week to the total until the jackpot winner is declared. Foto-Nites are held at the Centre, Somerset, Eastview, Francais, Linden and Mayfair theatres and are widely patronized at all spots.

Bomb Hoax Scare At Humber Theatre

Toronto: The Odeon Humber Theatre in the Toronto West End received plenty of publicity, much of which was undesirable, over a bomb hoax Saturday night Dec. 17 through phone calls to the Toronto Telegram and the police department from an unknown mischief-maker.

The story even got into the CBC Television News, accompanied by pictures of the police search of the theatre which had been emptied.

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From UA in 1956 . . .

THE GREATEST STAR POWER

To Our Exhibitor Friends Throughout the World:

You have noted our various announcements of picture projects during this past year. Naturally, we have been proud of the producer, director and writer talents who have taken advantage of the opportunity afforded them through U.A. to enter into independent production.

Recently, in a trade advertisement, we listed the names of this imposing array of creative talents from whose efforts we have promised you a minimum of 90 pictures over the next three years—30 a year. This minimum is actually committed as of now and the 90 or more pictures are either already produced, or in production, or in various phases of script development. As part of this program, we have continuously stressed the importance of star power — of proven box-office values —and to that end, we have in many ways attempted to create inducements to stimulate additional production activity on the part of our stars, so that the good health of our great industry, which is measured at your box-office, could thrive.

Now, at the year-end, as we look to 1956, we are thrilled, as you will be, by the results of this encouragement. We are listing here without frills and simply in alphabetical order, some of the stars who will appear in some of our releases for 1956. There are listed here 35 stars and 29 pictures, which is only a part of our program for 1956. All but a handful of these listed pictures are now in production and principal photography has been completed on most of them; not a single one is scheduled to start later than April 1st or to be released later than Christmas of next year. ***We believe this is the greatest star power ever included in a single year's program of any one company in the history of motion pictures.*** Many of these same stars have numerous other projects not here listed in pre-production preparation for 1957 and 1958. Other stars, such as Joan Crawford, Rita Hayworth, Betty Grable and others, are now in the process of activating their programs.

Other important announcements, adding to the U.A. family of producers, directors, writers and stars will soon supplement this imposing array. We hope that with this exciting line-up, you will feel amply rewarded for your past support of U.A. and that we may merit your ever increasing support, so that we, in turn, can make our contribution to the industry ever bigger and better.

BOB BENJAMIN • ARTHUR KRIM
BILL HEINEMAN • ARNOLD PICKER • MAX YOUNGSTEIN

BUD ABBOTT
"Dance With Me, Henry"

TONY CURTIS
"Trapeze"

CLARK GABLE
"The Last Man In Wagon Mound"

TONY MARTIN
"Frontier Scout"

EDWARD G. ROBINSON
"Nightmare"

IN MOTION PICTURE HISTORY!

DANA ANDREWS
"Comanche"

CLAIRE BLOOM
"Alexander The Great"

RICHARD BURTON
"Alexander The Great"

RORY CALHOUN
"Flight From Hong Kong"

LOU COSTELLO
"Dance With Me, Henry"

JOSEPH COTTEN
"The Killer Is Loose"

DANIELLE DARRIEUX
"Alexander The Great"

OLIVIA DE HAVILLAND
"The Ambassador's Daughter"

KIRK DOUGLAS
"The Indian Fighter"

RHONDA FLEMING
"The Killer Is Loose"

ERROL FLYNN
"King's Rhapsody"
"Let's Make Up"

HENRY FONDA
"Twelve Angry Men"

CARY GRANT
"The Pride And The Passion"

STERLING HAYDEN
"Bed of Fear"

VAN HEFLIN
"Patterns"

BURT LANCASTER
"Trapeze"

GINA LOLLOBRIGIDA
"Trapeze"

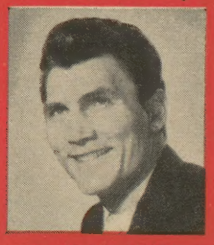
FREDRIC MARCH
"Alexander The Great"

VICTOR MATURE
"The Sharkfighters"

ROBERT MITCHUM
"Foreign Intrigue"
"Bandido"

GEORGE MONTGOMERY
"Huk"

KIM NOVAK
"The Man With The Golden Arm"



JACK PALANCE
"Fragile Fox"

ELEANOR PARKER
"The Man With The Golden Arm"

JANE RUSSELL
"The Big Play"

FRANK SINATRA
"The Man With The Golden Arm"
"Johnny Concho!"
"The Pride And The Passion"

MARK STEVENS
"The Timetable"

ROBERT WAGNER
"A Kiss Before Dying"

RICHARD WIDMARK
"Run For The Sun"

CORNEL WILDE
"Storm Fear"

Presenting

U-I's Forward Look for '56

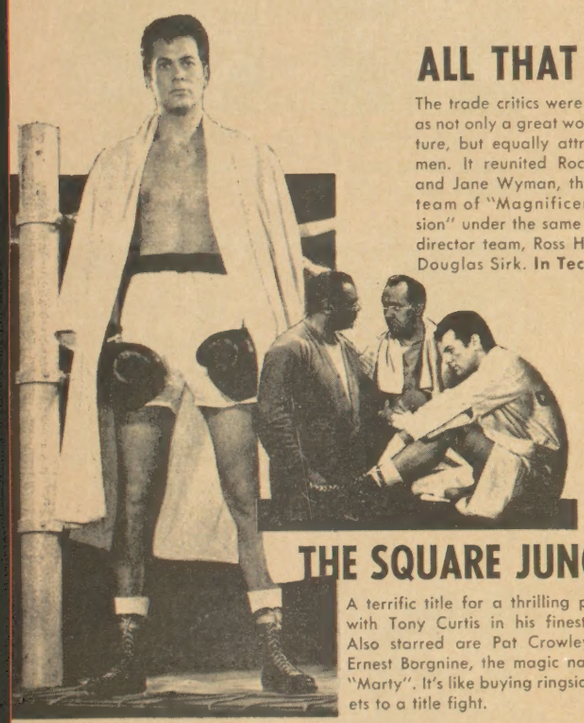
Twelve Power-Packed Profit Pictures Herald the Start of the 1956 Feldman Sales Drive

THE SECOND GREATEST SEX

In CinemaScope and Technicolor, this holiday release has been compared with "Seven Brides for Seven Brothers" on the basis of its entertainment values and box-office potential. A great cast and plenty of whistle tunes mark this one as the finest holiday attraction the company has ever had.

ALL THAT HEAVEN ALLOWS

The trade critics were unanimous in shouting about this one as not only a great woman's picture, but equally attractive for men. It reunited Rock Hudson and Jane Wyman, the winning team of "Magnificent Obsession" under the same producer-director team, Ross Hunter and Douglas Sirk. **In Technicolor.**



THE SQUARE JUNGLE

A terrific title for a thrilling picture with Tony Curtis in his finest role. Also starred are Pat Crowley and Ernest Borgnine, the magic name of "Marty". It's like buying ringside tickets to a title fight.

Canada Pledges Its Best, As Always

ALF PERRY
President, Empire-Universal

MARK PLOTTEL
Sales Mgr., Empire Universal

THE SPOILERS

In Technicolor

The most exciting of the Rex Beach action stories ever put on the screen brings together Jeff Chandler, Anne Baxter and Rory Calhoun as the stars, supported by a cast of top marquee names.

THE BENNY GOODMAN STORY

Here is the successor to the phenomenal "The Glenn Miller Story." U-I has the formula and the industry knows it. Top TV personality Steve Allen plays the Goodman role. Donna Reed plays opposite. **In Technicolor** and a wealth of music that'll drive them to frenzy!

WALTER KENNEDY

Director of Advertising and Publicity Empire-Universal

THERE'S ALWAYS TOMORROW

A marquee package with Barbara Stanwyck and Fred MacMurray.

FORWARD LOOK

(Continued from Page 1)

Universal executives reviewed production, distribution and promotion plans for 1956 which the company aims to make its sixth record-breaking year in a row.

Twelve power-packed pictures, most of them screened for the sales and promotion executives during the course of their meetings, will be released during the four months of the Feldman Drive period. They will be supported in the traditional U-I promotional manner to deliver the most effective selling impact to the nation's boxoffices.

In announcing the release schedule for early '56, Sales Manager Mark Plottel, hailed these pictures as the greatest grossing group of boxoffice attractions in the history of U-I. This schedule of pre-sold properties offering a variety of outstanding screen entertainment with a group of Hollywood's top boxoffice stars, reaffirms U-I's policy of confidence in our industry and responsibility to our exhibitor customers.

Another January release is "The Spoilers" in Technicolor starring Anne Baxter, Jeff Chandler, Rory Calhoun, Ray Danton, Barbara Britton and John McIntyre. Based on the Rex Beach classic this is being hailed as one of the most exciting action dramas of the Yukon gold rush.

The final January release will be "The Square Jungle" an off-beat and unusual prize-fighting drama starring Tony Curtis, Pat Crowley and Ernest Borgnine and featuring Paul Kelly, Jim Backus, Leigh Snowden and Joe Louis.

"The Benny Goodman Story," in Technicolor, starring television's top personality Steve Allen and Donna Reed and endowed by Aaron Rosenberg with the same record-breaking boxoffice components as "The Glenn Miller Story," highlights the February releases. "There's Always Tomorrow," a domestic drama starring Barbara Stanwyck, Fred MacMurray, Joan Bennett, Pat Crowley, William Reynolds and Gigi Perreau, will be the second February release.

The Universal-International organization in Canada takes great pride in again joining with their cousins in the United States in honoring Charles J. Felderman in the 1956 Feldman Drive. The inspiration, hard work and leadership of Charlie Feldman have been an example to all of us in Canada.

With the all important help and assistance of the great Studio organization certain to make 1956 the greatest production and releasing year ever, we pledge to make this 1956 Drive one of the most successful of all times. It will not be for the want of planning and hard work if we fail to achieve this goal.

A. W. PERRY
President

MARK PLOTTEL
General Sales Mgr.

Seven of the pictures will be in Technicolor and one in CinemaScope with the group being highlighted by the release in February of "The Benny Goodman Story," which the company feels is the most pre-sold picture in its history.

Already set for Christmas-New Year's release in key situations from coast to coast is "The Second Greatest Sex," the company's CinemaScope and Technicolor film production which has been hailed by the trade press as being in the same happy musical and comedy vein as "Seven Brides for Seven Brothers." Heading the large cast are Jeanne Crain, George Nader, Kitty Kallen, Bert Lahr, Mamie Van Doren, Keith Andes, Kathleen Case and Paul Gilbert. It was produced by Albert J. Cohen and directed by the veteran George Marshall.

Also scheduled is "All That Heaven Allows," in Technicolor starring Jane Wyman and Rock Hudson and delivered by the same producer-director team Ross Hunter and Douglas Sirk which was responsible for the record-breaking "Magnificent Obsession."

March releases will be "Never Say Goodbye," the Technicolor drama starring Rock Hudson, Cornell Borchers and George Saunders, the film which marks the American debut of Miss Borchers, the British Academy Award winning actress and Continental sensation; "Red Sundown" a Western in Technicolor starring Rory Calhoun, Martha Hyer and Dean Jagger; and "World In My Corner" a drama starring Audie Murphy and Barbara Rush and co-starring Jeff Morrow and John McIntire, Murphy's first film since the record-smashing performance of his current "To Hell and Back."

For April release, U-I will have "Backlash" an impressive Western drama starring Richard Widmark and Donna Reed and co-starring William Campbell and John McIntire; the perennial Springtime favorite "The Kettles in the Ozarks" which stars Marjorie Main with Arthur Hunnicutt and "The Creature Walks Among Us" starring Jeff Morrow, Rex Reason and Leigh Snowden and designed to produce the same shocker results as the previous "Creature" films.

"1956 . . . a good year . . ."

By J. J. FITZGIBBONS

In 1955 motion pictures in Canada experienced the first noticeable impact of television. New stations opened across Canada bringing the novelty of television into thousands of additional homes.

The producers of feature motion pictures are meeting the challenge of television by more expensive and higher quality product.

In 1955 a temporary shortage in the number of pictures available was created by a limited supply of talent and properties. This added to the difficulties of theatres, particularly those operating on multiple-change policies.

It is, of course, impossible to gauge with any degree of accuracy what will be the public's taste in entertainment and last year the producers' average was not as high as usual.

We are certain that no other form of theatre entertainment has been devised that can be as satisfying as a good motion picture. No other medium has the scope and spectacular possibilities such as can be portrayed on a large motion picture screen with color and new, realistic sound.

We are aware of the many unusual and spectacular pictures being prepared in Hollywood, England and Italy.

We have seen enough of some of these features to lead us to expect that the earnings of our Company will improve over those of 1955. One such feature is Cecil B. DeMille's "The Ten Commandments" with breath-taking scope and, incidentally, as a result of this scope, a negative cost that exceeds that of any picture ever produced. We have seen this picture in the making and the production beggars description.

Famous Players has joined with Paramount Pictures Corporation, its principal shareholder, by branching out into the field of electronics and television and through Paramount has acquired the Canadian rights for the manufacture of the Lawrence color television tube. We recently witnessed a spectacular demonstration of this tube which delivered a color picture of exceptional clarity and color.

Our Company also controls the Canadian rights for Telemeter, a pay-as-you-see system of television which is, we believe, destined to play an important role in entertainment of tomorrow.

In the face of gloomy predictions Famous Players directors entered another field of mass entertainment—television. We have a 50% interest in two stations—CFCM-TV in Quebec City and CKCO-TV in Kitchener. Though in operation a short time, both stations are proving to be very satisfactory and profitable investments.

Though our company is interested in several subsidiaries such as General Theatre Supply Co., Theatre Confections Ltd. and various electronic devices we are and will continue to be, primarily operators of motion picture theatres.

We believe that if the product delivered to us by the leading studios measures up to that we have seen to date, 1956 should be a good year for the Canadian Motion Picture Industry.

J. J. FITZGIBBONS,
President, Famous Players Canadian Corp.

BOGART BLASTS ACROSS THE SCREEN IN A NEW BOXOFFICE HIT!

PARAMOUNT'S TOTAL PENETRATION AD CAMPAIGN NOW ON NEWSSTANDS —including spreads in LIFE, LOOK, SATURDAY EVENING POST and COLLIER'S

Paramount presents

HUMPHREY **BOGART** and FREDRIC **MARCH**

in WILLIAM WYLER'S Production of

THE DESPERATE

co-starring

ARTHUR KENNEDY · MARTHA SCOTT · DEWEY MARTIN · GIG

Produced and Directed by WILLIAM WYLER · Screenplay by JOSEPH HAYES · Adapted from the

"Not since 'The Petrified Forest' does Bogart show the ferocity he spreads on the screen in 'The Desperate Hours'."
—*NEW YORK TIMES*

"Bogart scores in the type of role that first zoomed him to stardom."
—*N. Y. JOURNAL-AMERICAN*

"Bogart is chillingly evil...in one of most nerve-wracking thrillers ever written."
—*LOS ANGELES HERALD & EXPRESS*

"Bogart ruthless as a serpent . . . in a memorable picture."
—*BOSTON RECORD*

"Suspense never lets up!"
—*HEDDA HOPPER*

"Sure to be up for Academy Award."
—*LOUELLA PARSONS*

"The thriller-diller of the year."
—*TIME MAGAZINE*

"Super's the word for such thrill-chills. Super-super-super."
—*LOS ANGELES EXAMINER*

"Fierce, exciting entertainment."
—*BOSTON HERALD*

"Year's top suspense thriller."
—*HOLLYWOOD CITIZEN NEWS*

"Click pic all the way."
—*VARIETY*

"A money picture."
—*HOLLYWOOD REPORTER*

"Tremendous 'want to see' potential in top grossing film."
—*BOXOFFICE*

"Sensational piece of entertainment."
—*FILM BULLETIN*

HOURS

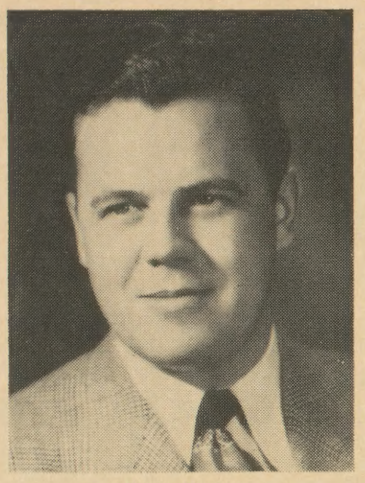
YOUNG · MARY MURPHY

novel and play by Joseph Hayes

VISTAVISION

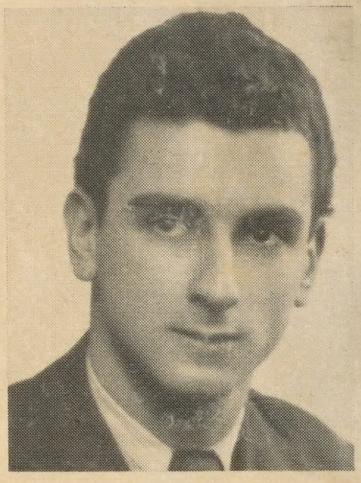
MOTION PICTURE HIGH-FIDELITY

MORT MARGOLIUS



EUGENE FITZGIBBONS

RAY TUBMAN



HERB. BLACK

EDDIE NEWMAN

THEY BLITZED FOR FITZ

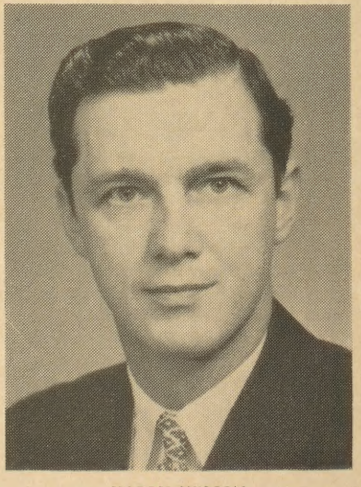
Top Winners in Famous Players'
"PROFIT BLITZ FOR FITZ"

CLARENCE MARSHALL

BOB KNEVELS

PAUL VALLIERS

ED LAMOUREUX



HARRY WILSON

Mayor of Hearst

Hearst: In addition to Alderman Don Summerville and Reeve Charles Cashman in the Toronto Metropolitan area, a successful candidate in this year's municipal elections in Ontario centres was Napoleon Boucher, proprietor of the Royal Theatre, who was the choice for mayor of Hearst. He ousted the present mayor, Albert Mongeon.

Foto-Nite Winner

Toronto: Jean Coulson cashed in on the weekly Foto-Nite stunt at 20 neighborhood theatres in Greater Toronto, in which the award had steadily mounted to a handsome $7,900 which represented an increment of $4,400, the original offer being $3,500 some weeks previously. Mrs. Jean Coulson qualified at Curley Posen's Kent Theatre.

Sold To Bldg. Co.

London: The Skyway Drive-In Theatre at London, Ont., has been sold, it was reported at London, to Principal Investments Limited by Famous Players Canadian Corp. for an undisclosed price, the 25-acre property to form part of the site of a huge suburban shopping centre on which construction is scheduled to start in the spring. No further information was available.

Odeon, Peterborough

Peterborough: The Odeon Theatre at Peterborough staged a celebration in observance of its eighth anniversary with a number of special features. A large birthday cake, donated by F. W. Woolworth & Company, was on display and patrons were invited to guess its weight.

The winner received a year's pass.

Paul Summerville Appearing At Hotel Barclay, January 2nd

Toronto: A large turnout of local industry figures is expected at the debut in Canada at the Barclay Hotel on January 2 of Paul Summerville, one of a singing trio calling themselves the "Three Deuces."

A third generation Summerville, Paul, the son of Bill Summerville Jr., nephew of Alderman Don Summerville, and grandson of Bill Summerville, raised and bred amidst one of "showbusiness's" greatest families, has reverted back to his grandfather's old loves troubadoring in front of the footlights. Summerville Sr. originally started his long and honored tour down "showbusiness's lane" via the footlights before entering the film business, now actively managed by his two sons Bill Jr. and Don.

The appearance at the Barclay will be eagerly attended, as the entire film industry has kept close tabs on the progress of the young Summerville during his successful sojourn overseas.

The trio, now known as the "Three Deuces" invaded England in 1953 and have become one of the top singing acts on the British scene with a record of two top sellers (records) last September and November and being the first vocal group to perform at the Dorchester Hotel, London. The trio have also appeared with the top British stage stars receiving rave notices in all British newspapers.

In addition to their appearance at the Barclay, which starts on January 2, the trio will appear on a special New Year's Eve CBC-TV network show on December 31 at 11.30 p.m. and on the Cross-Canada Hit Parade on CBC-TV on January 11.

Razed By Fire

Charlottetown: Fire completely destroyed the Prince Edward theatre at Charlottetown, P.E.I. on Tuesday morning two weeks ago. It was discovered at 2 o'clock a.m. by an unidentified passerby. Mr. George Walters, theatre manager, said that when he and his staff left the building at about 11.30 a.m. everything was in order.

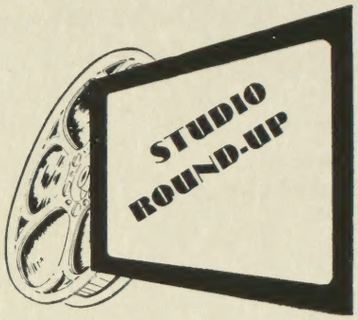
The three-storey building was of brick and wood construction.

Thick clouds of smoke hampered the firemen as they fought the blaze in the building which is owned by the Masonic Temple Company. Its seating capacity including a gallery is about 1,000.

The Prince Edward has been a byword to people of Charlottetown for several generations. Before the advent of motion pictures it was known as the Opera House. It has been operated for many years by the F. G. Spencer Company Ltd.

Attempted Robbery At Capitol, Winnipeg

Winnipeg: Fast thinking Geraldine Kolba, cashier at the Portage Avenue entrance to the Capitol Theatre, prevented a would-be-robber from staging a successful hold-up. At about 8.30 p.m. Monday, Dec. 19th, a toothless, unshaven man walked up to her box-office and ordered the 20-year-old cashier, who resides at 705 Talbot Avenue, to "hand over the money." Miss Kolba immediately pressed down an intercommunication system bar which made the conversation audible to Miss Marie Kozoriz — cashier in the Donald Street box-office. The bandit kept putting his hand inside his coat, and kept repeating that he would blow Miss Kolba's brains out. In the Donald street box-office Miss Kozoriz, who heard the conversation, immediately notified assistant manager Jim Fustey, who ran to Miss Kolba's booth. The man, seeing Mr. Fustey approaching, ran off. About 20 minutes later he was apprehended by police who had received an accurate description from Miss Kolba. The following day he pleaded guilty to a charge of attempted robbery and was sentenced to three years in the penitentiary.



20th-Fox sets Feb. 16th as gala world premiere date for musical romance, **"Carousel." Columbia** acquires TV drama "Double Jeopardy," to be produced by Wm. H. Wright with screenplay by David Shaw.

Donna Reed in New York for a series of press interviews and promotional appearances re **Universal's** "The Benny Goodman Story," co-starring **Steve Allen. Kenneth Moore,** winner of this years Venice Film Festival acting award is now devoting full time to film work, will be seen in **JARO'S** "Reach For The Sky," in the role of Douglas Bader, the legless fighter ace. This **Pinewood** release has a total of six Canadians in its cast.

Metro signs **Montgomery Clift** to his first multiple picture contract, calling for three starring roles the first opposite **Elizabeth Taylor** in "Raintree County." **Paramount** purchases mystery drama "From Amongst the Dead," as next production for **Alfred Hitchcock.**

Warner's signs **Herman Wouk** to prepare screenplay for his best-seller "Marjorie Morningstar."

No longer vanishing, the Indian takes his place in an active community life. A vivid story of the original Canadians and their progress towards a better life in Canada.

A NATIONAL FILM BOARD Production

Released Through **COLUMBIA PICTURES**

TRANS-CANADA

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
Artists & Models (Para.) VV & Tech. with Martin & Lewis.

SHEA'S
Sincerely Yours ((WB) C'Scope & WarnerColor with Liberace.

UNIVERSITY & EGLINTON
Good Morning Miss Dove (20th-Fox) C'Scope & Color with Jennifer Jones.

LOEW'S
4th wk. The Tender Trap (MGM) C'Scope & Color with Frank Sinatra.

UPTOWN
The Second Greatest Sex (E-U) C'Scope & Tech. with Jeanne Crain.

ODEON
Guys & Dolls (MGM) C'Scope & Tech. with Marlon Brando.

HYLAND & CHRISTIE
Doctor at Sea (JARO) VV & Tech. with Dirk Bogarde.

HUMBER-FAIRLAWN & DANFORTH
Heidi & Peter (UA). Color.

MONTREAL

LOEW'S
2nd wk. Ulysses (Para.) Tech. with Kirk Douglas.

CAPITOL
Artists & Models (Para.) VV & Tech. with Martin & Lewis.

PALACE
The Girl in the Red Velvet Swing (20th-Fox) C'Scope & Color with Ray Milland.

PRINCESS
The Girl Rush (Para.) VV & Tech. with Rosalind Russell.

ORPHEUM
Heidi & Peter (UA) Color.

KENT
Lady and the Tramp (EU) C'Scope & Tech.

AVENUE
Doctor At Sea (JARO) VV & Tech. with Dirk Bogarde.

WINNIPEG

CAPITOL
Sincerely Yours (WB) C'Scope & Color with Liberace.

MET
Artists & Models (Para.) VV & Tech. with Martin & Lewis.

ODEON
Heidi & Peter (UA) in Color.

LYCEUM
The Black Dakotas (Col.) & Apache Ambush (Col.)

GAIETY
African Lion (E-U) Tech.

GARRICK
Guys and Dolls (MGM) C'Scope & Color with Marlon Brando.

VANCOUVER

CAPITOL
Sincerely Yours (WB) C'Scope & Color with Liberace.

ORPHEUM
Artists & Models (Para.) VV & Tech. with Martin & Lewis.

PLAZA
The Indian Fighter (UA) C'Scope & Tech. with Kirk Douglas.

VOGUE
Guys and Dolls (MGM) C'Scope with Marlon Brando.

ST. JOHN

PARAMOUNT
Artists & Models (Para.) VV & Tech. with Martin & Lewis.

STRAND
The Second Greatest Sex (E-U) C'Scope & Tech. with Jeanne Crain.

CAPITOL
Theodore, Slave Empress (Cardinal).

REGINALD ARMOUR

New York: Herbert J. Yates, president of Republic Pictures, announced that Reginald Armour, formerly managing director of Republic Pictures International of Great Britain, has been appointed executive vice-president of Republic Pictures International and will supervise all Republic's foreign operations, effective immediately.

Introducing

...JUST WHAT THE DOCTOR ORDERED!.

Meet Brigitte Bardot... every man's dream of France!...

A J. ARTHUR RANK ORGANIZATION PRESENTATION

DOCTOR AT SEA

COLOR BY TECHNICOLOR

FILMED IN VISTAVISION *starring*

DIRK BOGARDE
BRIGITTE BARDOT • BRENDA DE BANZIE
JAMES ROBERTSON JUSTICE

Adapted from the Best Seller by Richard Gordon

...those merry madcap medics are back again in an all-new adventure in laughter that Tops anything you've roared at before!..

JARO